

24 January 1964

MEMORANDUM FOR A/DDI

SUBJECT: Requested comments on CIA "Image"

Although a wide range of angles and envisioned gains are evident, on principle I am of the close-mouthed school, and if for no other reason than as an old newspaperman I have long observed the entrainments in off-and-on initiated public media publicity. It happens that I am in general agreement with the recent revised view of the Sov economy, but I venture that prompt cries of "politics" and the mixed press reaction to the recent briefings may in the longer run be overshadowed in professional significance by more-analytical critics who will compare the more recent conclusions with those less formally publicized a few years back. I see no harm in trying to publicize non-operational activities of the Agency (e.g., use of computers) which is admittedly difficult to come by without a dramatic occasion, but this should completely abstain from the substantive. I think the Agency should be less coy in the case of professionals attending non-government professional sessions, but while some restrained note-comparing with pros on methodology would be o.k., Agency people should avoid excursions into the substantive. Similarly I see no harm in signed learned pieces on decline of French influence in Russian literature or the pitfalls in GNP, but I think all such should clearly stop short of substantive matters in the Agency's field.

25X1A9a

- 1 - DD/I
- 1 - AD/BI
- 1 - SA/AD/BI
- 1 - Public Relations - CIA
- 1 - chrono

DOCUMENT NO. \_\_\_\_\_  
 NO CHANGE IN CLASS. ☒  
☐ DECLASSIFIED  
 CLASS. CHANGED TO: TS S, C 1990  
 NEXT REVIEW DATE: \_\_\_\_\_  
 AUTH: HR 70-2  
 DATE: 12/5/80 REVIEWER: 009256

**CONFIDENTIAL**  
**EYES ONLY**

24 January 1964

MEMORANDUM FOR A/DDI

SUBJECT: Requested comments on CIA "Image"

Although a wide range of angles and envisioned gains are evident, on principle I am of the close-mouthed school, and if for no other reason than as an old newspaperman I have long observed the entrapments in off-and-on initiated public media publicity. It happens that I am in general agreement with the recent revised view of the Sov economy, but I venture that prompt cries of "politics" and the mixed press reaction to the recent briefings may in the longer run be overshadowed in professional significance by more-analytical critics who will compare the more recent conclusions with those less formally publicized a few years back. I see no harm in trying to publicize non-operational activities of the Agency (e.g., use of computers) which is admittedly difficult to come by without a dramatic occasion, but this should completely abstain from the substantive. I think the Agency should be less coy in the case of professionals attending non-government professional sessions, but while some restrained note-comparing with pros on methodology would be o.k., Agency people should avoid excursions into the substantive. Similarly I see no harm in signed learned pieces on decline of French influence in Russian literature or the pitfalls in GNP, but I think all such should clearly stop short of substantive matters in the Agency's field.

25X1A9a



**EYES ONLY**

**CONFIDENTIAL**